



1. General

What role will INFINITI play in the accelerator?

INFINITI is committed to supporting entrepreneurs and startups globally. Gain valuable experience and key insider knowledge through engagement with a premium brand. Through this program, we'll provide mentorship from carefully selected business leaders and experts. INFINITI will support the companies accepted into the program by providing mentors, visibility and network opportunities. Founders will also benefit from Nest and INFINITI's global network of investors, corporate partners. Through our network we will also provide POC opportunities.

What are the networking and educational opportunities provided during the program?

Throughout the program you'll be surrounded by like-minded entrepreneurs and teams. This will give you an excellent opportunity to build strong working relationships, learn from others' experiences and also share your own. Each week the program includes compulsory educational seminars but we also provide access to a calendar of educational workshops happening across Hong Kong. Startups will have the opportunity to learn more about how to brand their products/services, launch brands effectively across Asia, how to integrate with a corporate, and be guided through product positioning strategies.

Will all the mentors come from INFINITI?

No. Some will, but the majority will be a network of entrepreneurs and business leaders in Hong Kong and the region.

Does my business need to be a B2C or B2B business?

It can be either.

Is there a cost to apply?

The program is free for startups. INFINITI will cover some of the costs associated with one founder moving to Hong Kong for the duration of the program.

Will you arrange my visa?

Yes, this will all be arranged once you've been accepted into the program.

What is a typical day like for an INFINITI accelerator participant?

We're pleased to say there's no such thing as a typical day. Throughout the program you can expect somewhere in the region of 100 potential meetings with mentors, venture capitalists, CEOs, innovators and industry visionaries.

2. Application process

How does the application process work?

Interested startups can apply online through our dedicated F6S application page www.f6s.com/infinitilab-hongkong2018/about. It includes a few simple questions about your company and your team. You'll have the opportunity to include a video and other collateral that describes your business.

How detailed does my idea need to be in the application?

In this initial application process, we ask applicants to describe market opportunity, the team, the concept that you want to take forward and how you plan to execute it. The more information you provide, the easier it is for us to assess the full potential of your business.

Do I need to send in a business plan?

No, just complete the online application.

3. Location

Do companies have to be on-site for the entire 12 week period?

The two first weeks of the program will be online and for the next 10 weeks of the program we do require that at least one key team member relocate to Hong Kong for the duration of the program.

Does INFINITI provide accommodation for participants?

Some support will be given to those coming from overseas for the program.

4. Nest

What is Nest?

Nest is the leading full service innovation accelerator platform and early-stage venture capital firm focused on empowering startups and talented founders from around the world build businesses. Nest partners with leading corporations to run a series of mentor-driven accelerators in the fields of FinTech, HealthTech and Smart Cities. Designed to support the needs of high potential and fast growth startups, these programs include a unique mix of resources that enable entrepreneurs to build and scale their businesses rapidly.

Why did INFINITI partner with Nest on this program?

The INFINITI Accelerator is powered by Nest, meaning that the content of the program is delivered by Nest. With a strong track record for bringing innovative and scalable business ideas to market, INFINITI has chosen the company to partner with for their fourth program in Hong Kong.